

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 021528Z JUN 75

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 5817

INFO AMEMBASSY BELGRADE

AMCONSUL ZAGREB

UNCLAS VIENNA 4718

E.O. 11652: N/A

TAGS: BEXP, AU, YO

SUBJECT: TECHNICAL SALES SEMINAR: ADVANCED METALWORKING AND
FINISHING, OCTOBER '75

REF: STATE 125068

1. WE DEEPLY REGRET CANCELLATION OF SEMINAR IN AUSTRIA. ALTHOUGH
EMBASSY RECORDS CONFIRM THAT MOST OF THE FIRMS LISTED PARA 3 REFTTEL
ARE ALREADY REPRESENTED HERE, WE ARE STILL HOPEFUL THAT FIVE OR SIX
NEW-TO-AUSTRIAN MARKET FIRMS WILL BE JOINING SEMINAR GROUP. IN SUCH
EVENT, WE URGE THAT THESE FIRMS BE ENCOURAGED TO SEND THEIR SEMINAR
PARTICIPANTS TO VIENNA, WHERE MOST OF THE AUSTRIAN AGENTS/DISTRIBUTORS

ARE SITUATED, FOLLOWING BELGRADE AND ZAGREB STOPS. SUCH A GROUP
COULD BE HANDLED HERE AS A FACILITATED BUSINESS TRAVEL GROUP AT MINIMAL

COST. INSTEAD OF SEMINAR (WHICH WOULD REQUIRE LARGE OUTLAY FOR
SIMULTANEOUS TRANSLATION) EMBASSY COULD SET UP INDIVIDUAL APPOINT-
MENTS FOR GROUP IN VIENNA AT EAST-WEST TRADE CENTER, AND ANY NECESSARY

INTERPRETING WOULD BE HANDLED BY EMBASSY STAFF. OUR RECENT EXPERIENCE
IN SALZBURG AND VIENNA WITH FACILITATED BUSINESS TRAVEL GROUP IN
ADVANCE BUILDING TECHNOLOGY FIELD (SEE VIENNA 4308 TO USDOC)
STRENGTHENS OUR CONVICTION THAT FACILITATED BUSINESS TRAVEL TECHNIQUE
IS A VIABLE AND ECONOMICAL TRADE PROMOTION DEVICE FOR NEW-TO-AUSTRIAN
MARKET FIRMS. PRESENCE OF EWTC AND EXISTENCE OF LARGE EAST-WEST
TRADING COMMUNITY IS ADDITIONAL REASON FOR US REPS TO VISIT

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VIENNA FOR A DAY OR TWO ONCE THEY ARE SO CLOSE.

2. WE WOULD WELCOME OPPORTUNITY TO DISCUSS POSSIBILITIES WITH
CMM ROGER TURNER IF HE CAN VISIT VIENNA DURING HIS CURRENT TRIP.
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